



PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 690-5000

September 6, 1990

Mr. Steve Bellissimo
Vice President
Phoenix Marketing
27 Second Avenue
East Islip, NY 11730

B,
FYI,

Dear Steve,

Per our recent conversation regarding BUCKS Sampling and the sampling locations within each local market, enclosed please find a directory of Festivals and Events for consideration as sites. We will also be sending you a list of events that have solicited PM, and are being reviewed for a sponsorship arrangement, which should also be considered as viable sampling sites.

This is to also approve your immediately beginning investigative research into any and all types of local events including the following as sampling locations.

- professional or local football games
- basketball or other arena activities
- municipal/civic events
- street fairs
- music concerts
- harvest festivals
- flea markets
- baseball card shows

and any other special events/shows that a telephone research might uncover. (Keeping in mind the events that make strategic sense for the brand).

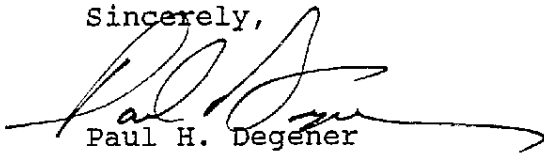
I have attached a preliminary list of events/sites for consideration and contact. You should immediately investigate these locations for any additional opportunities.

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S. Bellissimo
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We are expediting the implementation of the BUCKS Sampling Program and will keep you advised if any additional direction or structural guidelines are developed.

Sincerely,



Paul H. Degener
Administrator,
Retail Promotions

cc: M. Antonoff
I. Broeman
A. Goldfarb
J. Greene
L. Lazinsk
E. Merlo
R. Mikulay
E. Moore
V. Murphy - H&W
J. Nelson
J. Spector
M. Winoker

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